

We claim:

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1. A system for enabling a user to associate a machine behavior with an object comprising:
- 5 a registration system enabling a user to specify a machine behavior to be associated with an object via an object identifier;
- a database management system in communication with the registration system for receiving and maintaining records associating object identifiers with machine behaviors, wherein the database management system is operable to receive object identifiers and in response, to initiate the machine behavior or behaviors associated with the object
- 10 identifiers.
2. The system of claim 1 wherein the registration system includes a network interface that enables users to associate behaviors with object identifiers from remote client computers.
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3. The system of claim 1 wherein the object identifiers comprise watermark identifiers which are embedded in watermarks on corresponding objects.
4. The system of claim 3 wherein the objects are watermarked stickers.
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5. The system of claim 3 wherein the machine behavior includes fetching a web site relating to an object carrying the object identifier.
6. The system of claim 1 including a user interface that enables a user to view an
- 25 image of an object along with an image of a behavior to be associated with the object, the user interface including a control that enables the user to associate the object with the behavior, and the user interface being operable to communicate a database structure to the database management system specifying an object identifier for the object and a description of the behavior.
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7. The system of claim 6 wherein the object identifier is embedded into the object using a watermark.

8. The system of claim 6 wherein the behavior is fetching a web page.

9. The system of claim 8 wherein the database management is responsive to a watermark identifier extracted from a watermarked object by a watermark decoding computer to initiate a process of directing a web page to the watermark decoding computer.

10. A method for enabling a user to associate a machine behavior with an object comprising:

presenting a user interface enabling a user to specify an object and a machine behavior to be associated with the object;

receiving a specification of an object and a behavior to be associated with that object; and

updating a database with an entry specifying an object identifier of the object and the behavior, wherein the database is operable to initiate the behavior in response to receiving an object identifier decoded from machine readable code on the object.

11. The method of claim 10 wherein the specification of the object includes a registration identifier provided on the object or packaging of the object.

12. The method of claim 11 wherein the registration identifier is embedded in a watermark on the object.

13. The method of claim 12 wherein the user interface is launched in response to decoding the watermark on the object.

14. The method of claim 13 wherein the user interface is a web based interface, and the user establishes a connection with the web based interface automatically in response to decoding the watermark on the object.

5 15. A computer readable medium having software for performing the method of claim 10.

10 16. A watermark enabled object associated with a machine behavior via a watermark embedded in the object, wherein the machine behavior is triggered in response to decoding the watermark in the object.

17. The object of claim 16 wherein the object is a sticker.

15 18. The object of claim 16 wherein the object is a prop in a computer game, and the prop supplies information to the computer game by conveying the information in a message embedded in a watermark on the prop.

20 19. The object of claim 16 wherein the object has two or more facets, each facet being embedded with a different watermark message used to control the game.

20. The object of claim 18 wherein the message includes an index to a database entry where information for controlling the game is stored.

25 21. The object of claim 16 wherein the machine behavior includes launching an email program and an email directed to a destination associated with the object via the watermark.

22. The object of claim 16 wherein the machine behavior includes launching an Internet chat session.

23. The object of claim 16 wherein the machine behavior includes placing a telephone call to a destination associated with the object.

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